

IN THE CLAIMS

Please amend the claims as follows:

1. (Original) A method of advertising, the method comprising:
selling space on diapers to a sponsor; and
placing an ad for a product other than diapers onto the diapers.
2. (Cancelled)
3. (Original) The method of claim 1 further comprising selling the diapers to customers.
4. (Original) The method of claim 1 wherein the ad is a first ad, the product is a first product and the sponsor is a first sponsor such the method further comprises:
selling space on diapers to a second sponsor; and
placing a second ad for a second product other than diapers onto the diapers.
5. (Original) The method of claim 4 wherein placing the first ad onto the diapers includes placing the first ad on a front of the diapers, and placing the second ad onto the diapers includes placing the second ad on a back of the diapers.
6. (Original) The method of claim 1 wherein placing the ad onto the diapers includes printing the ad onto the diapers.
7. (Original) The method of claim 1 wherein placing the ad onto the diapers includes affixing a detachable ad onto the diapers.

8. (Original) A system for generating advertising revenue comprising:
diapers; and
ads for products other than diapers placed onto the diapers.
9. (Cancelled)
10. (Original) The system of claim 8 wherein each of the diapers includes a first ad on a front of the diapers and a second ad on a back of the diapers.
11. (Original) The system of claim 10 wherein the first ad is for a first product other than diapers and the second ad is for a second product other than diapers.
12. (Original) The system of claim 8 wherein the ads are printed onto the diapers.
13. (Original) The system of claim 8 wherein the ads are detachable from the diapers.
14. (Original) A method of promoting product purchases, the method comprising:
placing a promotion relating to purchasing the product onto diapers; and
selling the diapers to customers.
15. (Original) The method of claim 14 further comprising manufacturing the diapers.
16. (Original) The method of claim 14 wherein placing a promotion onto the diapers includes placing a promotion relating to purchasing diapers onto the diapers.
17. (Original) The method of claim 14 wherein placing a promotion onto the diapers includes placing a promotion relating to purchasing a product other than diapers onto the diapers.
18. (Original) The method of claim 14 wherein placing a promotion onto the diapers includes placing a coupon for purchasing the product onto the diapers.

19. (Cancelled)
20. (Original) The method of claim 14 wherein placing a promotion onto the diapers includes selling space on the diapers to a sponsor to place the promotion onto the diapers.
21. (Cancelled)
22. (Original) A system for promoting product purchases, the system comprising:
diapers; and
promotions related to purchasing the products, the promotions being placed onto the
diapers.
23. (Original) The system of claim 22 wherein each of the diapers includes at least one
promotion.
24. (Original) The system of claim 22 wherein each of the diapers includes a first
promotion on a front of the diapers and a second promotion on a back of the diapers.
25. (Original) The system of claim 22 wherein the promotions relate to purchasing
diapers.
26. (Original) The system of claim 22 wherein the promotions relate to purchasing
products other than diapers.
27. (Original) The system of claim 22 wherein each of the diapers includes a first
promotion that is related to purchasing a product other than diapers and a second promotion that
is related to purchasing diapers.
28. (Original) The system of claim 22 wherein the promotions are printed onto the
diapers.

PRELIMINARY AMENDMENT

Serial Number: 10/748,715

Filing Date: December 30, 2003

Title: SELLING AD SPACE ON DIAPERS

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Docket No: 1443.087US1

29. (Original) The system of claim 22 wherein the promotions are detachable from the
diapers.

30. (Cancelled)